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National Collegiate Veal Culinary Competition

Sponsored by the North American Meat Institute, contractor to the Beef Checkoff

The National Veal Promotion, supported by NAMI, a contractor to the Beef Checkoff, and the New York Beef Council (NYBC) are offering collegiate culinary programs the opportunity to participate in a veal learning experience and a national culinary competition. The competition allows collegiate culinary students to learn about veal production virtually and get creative with veal in the kitchen. One winner will be chosen at the state competition level, each state winner will receive scholarship money and the chance to have their recipe featured on the national platforms of Veal.org. Each state winner will be entered into the national competition, for the chance to win additional scholarship money and national recognition. Students can work individually or in teams of two to three to develop a creative new recipe for a consumer audience (4 servings).

Project Steps:

1. Learn about Veal Farming: watch our virtual veal farm tour on YouTube to learn about veal and how veal is raised. Complete pre and post video surveys
2. Recipe Development: All recipes submissions will be created on students' home campuses or residence and submitted to NYBC via Dropbox or email by March 17, **no exceptions**
3. State Winners will be notified by March 24
4. State Winners will be automatically submitted to the National Competition
5. National Competition Winner will be announced **March 31, 2021**

Contest Criteria:

Recipe Requirements:

- Recipe must utilize ground veal, veal cutlets, or a veal chop
- Total cost of recipe ingredients cannot exceed \$35.00
- Recipes should be designed to make 4 servings
- Recipe cooking methods should be easily replicated in a conventional home kitchen
- Recipe ingredients should be commonly found and available at major retail chains
- Recipe does not need to include side dishes, but the Beauty Plate photo must have side dishes

State Competition Submission Requirements:

- Each submission should include school name, names of student team members and name of supervising instructor(s).
- Each team will be asked to submit a veal recipe including the detailed ingredient list and cooking instructions, as well as optional side dish accompaniments.
- Each recipe submission should include 3-5 high resolution photos of the complete plated recipe, ingredients, and one (1) Beauty plate photo submission with props and supporting sides- (visit <https://www.vealmadeeasy.com/recipes-1> for examples)



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- Optional “hands and pans” video to further market your recipe (this is NOT required, and cannot be a cooking demo) Example video: <https://vealmadeeasy.com/recipes/sloppy-joe-stuffed-biscuits/>

Recipe Evaluation Information:

Recipes and accompanying marketing material will be evaluated by a panel of judges. Both the recipe and submission materials will be evaluated. The following rubric will be utilized.

Recipe	1 Star Poor	2 Stars	3 Stars	4 Stars	5 Stars Excellent
Creativity					
Versatility					
Taste					
Value					
Ease to replicate					

Marketing Materials	1 Star Poor	2 Stars	3 Stars	4 Stars	5 Stars Excellent
Completeness					
Quality of Photos					
Creativity					
Optional Video					

One award winning recipe will be announced by March 24. Each individual or member of the winning team will receive a \$500 scholarship and the opportunity to have their recipe featured on Veal.org, the national platform and social media, pending USDA’s approval. Each state’s winner will also be entered into the national contest to win an additional scholarship of \$1,000 per individual or team member and national recognition.

Questions:

Contact Ashley Russell, Director of Veal Marketing at arussell@nybeef.org, 315-339-6922
Or Katherine Staiger, New York Beef Council at kstaiger@nybeef.org, 845-325-4721



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Competition Materials Submission Checklist

Learn about Veal Production:

- Pre-Survey: https://www.surveymonkey.com/r/Virtual_Veal_Pre-survey
- Watch Video here: https://youtu.be/Ts9s2uZ5N_Q
- Post Survey: https://www.surveymonkey.com/r/Virtual_Veal_Tour_Post-survey

State Level Submission Checklist:

- Submission Organized and in Order
 - Front Page
 - Recipe
 - Pictures
 - Post Surveys
 - Optional Video
- Front Page requirements
 - Name of School
 - Name of Instructors and Student Chefs
 - Name of Recipe
- Recipe Page Requirements: must be consumer based
 - Recipe Name
 - Number of Servings / Time to Prep and Cook (total time)
 - Recipe ingredients and measurements
 - Recipe Cooking Instructions
 - Recipe Cost out per serving / total cost of recipe
- Picture Requirements
 - Picture of Team (students and instructor, if applicable)
 - Pictures (2-3) of main entrée only
 - Pictures (1-2) of all ingredients involved in preparation
 - Pictures (2-3) of beauty plate with sides/props
- Post Surveys
 - Finished survey

Optional Video Requirements

- Video Requirements
 - 30 second – 2 min (max)
 - Hands and Pans/Tasty style only – ask if not sure!
 - Music optional – must be copyright free and usable

**All Materials Due no later than March 17
State Winner will be announced by March 24**